MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

MME7113 – PRINCIPLES OF MULTIMEDIA IN EDUCATIONAL TECHNOLOGY

(All sections / Groups)

15 FEBRUARY 2017
2.00 p.m. – 4.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages including cover page with 5 Questions only. This paper contributes 40% to your final marks for the subject.

2. Answer **FOUR (4)** out of FIVE (5) questions. All questions carry equal marks (25% each) and the distribution of the marks for each question is given.

3. Please print ALL your answers in the answer Booklet provided.

QUESTION 1

a) What is a "Paradigm Shift"?

(5 points)

b) Describe and discuss these three phases of paradigm shifts that brought about radical change in technology: *First phase – the PC*, *Second phase – the Multimedia Revolution*, *Third phase – PC Networking*. Give relevant examples to illustrate your understanding of these phases.

(20 points)

QUESTION 2

a) The birth of modern internet and the World Wide Web came about because of the third phase of the paradigm shift. It has also lead to the concept of "**global village**". In your own words, discuss how this idea of the global village and instantaneous communications influence the development of educational technology. Please provide examples to substantiate your discussion.

(10 points)

b) Choose a **social media** that you know and discuss how it could be used as an educational technology in a classroom environment. What are the potential gains and losses?

(15 points)

QUESTION 3

Graphics and still images are integral to a multimedia application as they enhance the impact of the overall message.

a) What are still images? Give some examples of the uses of still images in a multimedia application. (5 points)

b) What are vector images? (2 points)

c) Describe two advantages and two disadvantages in using vector images. (8 points)

d) What are bitmap images? (2 points)

e) Describe two advantages and two disadvantages in using bit images. (8 points)

QUESTION 4

Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability. How can this concept be extended to instruction or learning?

a) Discuss and give relevant examples to elaborate your understanding of the concept of "**Universal Design for Learning**".

(15 points)

b) Share two examples of accessibility issues that you have encountered in navigating websites?

(10 points)

QUESTION 5

Richard E. Mayer proposed a set of multimedia principles for learning that shape the design and organization of multimedia presentations. They are:

1. Coherence Principle
2. Signaling Principle
3. Redundancy Principle
4. Spatial Contiguity Principle
5. Temporal Contiguity Principle
6. Segmenting Principle
7. Pre-training Principle
8. Modality Principle
9. Multimedia Principle
10. Personalization Principle
11. Voice Principle
12. Image Principle

a) Choose any THREE principles from this list. Define and describe the chosen THREE principles with relevant examples.

(15 points)

b) In your opinion, what is the role of multimedia and video in learning?

(10 points)

END OF PAPER